

# Muhammad Saad

Senior Product Designer

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Digital product designer specializing in full-stack design across platforms, leveraging data-driven insights to enhance user retention and optimize experiences.

## EXPERIENCE

### APIMatic.io — Senior Product Designer

2020 - PRESENT

- ◆ Led UX/UI design as a DX Designer for the Developer Experience Portal, increasing user retention by **73.33%** and improving onboarding completion rates by **30.38%**. Leveraged data-driven insights from **Mixpanel** and **Microsoft Clarity** to enhance user engagement, serving global developers and enterprise clients like **Verizon**, **Foxit**, **Maxio**, **FortisPay**, **PeopleHedge**, **Boku**, **ThoughtSpot**, **GreenByte**, **PostNL**, and **PayQuicker** across 178+ countries.
- ◆ Collaborated with the product team to enhance user experiences through **data-informed** wireframes, high-fidelity mockups, and a comprehensive **Design System**. The system included tokens, component specifications, behaviors, accessibility criteria, and use case guidelines, applied across the **API Copilot(AI)**, **Analytics Dashboard**, **API Editor**, **Developer Experience Portal**, **SDK Widget**, **Code Validator**, and **Guided Walkthroughs**.

### Synergy-IT — Senior UX Designer

2019 - 2020

- ◆ Led the end-to-end UX/UI design for SpeekIO recruiting product. Implemented and created a design system for mobile app product CubiVue.
- ◆ Produced HTML+CSS for enterprise web portals in an agile environment.
- ◆ Worked closely with developers to implement designs as SaaS web apps.

### Ibex Group of Companies — Apps Design Specialist

2018 - 2019

- ◆ Produced UI for the mobile apps (Android, iOS) & web.
- ◆ Worked on multiple app products and produced concept design documents, wireframes & mockup in an agile environment.

## EDUCATION

MSc. Project Management — UET Taxila

## SKILLS

Product Design

Design Systems

Figma

Adobe XD

HTML/CSS | Bootstrap

WordPress

Microsoft Clarity

Mixpanel

Autopilot

Agile/Scrum

HubSpot

Research

Github

## CERTIFICATIONS

*The Interaction Design Foundation*

[Design Thinking: The Beginner's Guide](#)

[Human-Computer Interaction - HCI](#)

[UI Design Patterns for Successful Software](#)

[Mobile UX Design](#)

[Information Visualization: Getting Dashboards Right](#)

[Dynamic User Experience: Design and Usability](#)

[The Ultimate Guide to Visual Perception and Design](#)